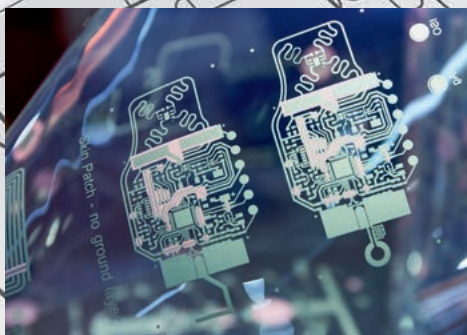


# LOPEC 2018: the meeting point for the printed electronics industry

Exhibition: March 14–15, 2018

Conference: March 13–15, 2018

Messe München, Germany



Printed Electronics—  
We Build the Market  
[lopec.com](http://lopec.com)



International Exhibition  
and Conference for the  
Printed Electronics Industry

 LOPEC

# LOPEC 2018: contacts, expertise, business


The winning combination of the world's leading exhibition and most important conference in the industry under one roof, has given LOPEC its global status as one of the main meeting points for key players within the printed electronics industry. It simply cannot be missed.

If your company decides to exhibit at LOPEC 2018, you will gain access to a whole host of benefits, as all of the top industry representatives from the worlds of business, science, and research will be making their way to the event too. What this means for you is a

one-off chance to be inspired to create the solutions of tomorrow and plenty of concrete opportunities to get down to business. Come and meet the contacts that will help take your company into the future.

## Compelling reasons to attend LOPEC!

- World's leading exhibition for the printed electronics industry
- Exhibition and conference together in the same venue = opportunities to close deals and share expertise all under one roof
- Representatives from the entire value chain, including research and development, materials, manufacturing processes, specific applications, and marketing
- Invaluable business and networking opportunities
- High percentage of decision-makers among the visitors
- International audience



For a full overview of the exhibition, head to:  
**lopec.com**

# Important topics, inspiring highlights

## The key topics at LOPEC 2018



### Mobility

Electrochromic dimming mirrors, OLED tail lights, and flexible dashboard displays are just three examples that highlight why the automotive sector, and the mobility and transportation segment, are widely considered to be among the main driving forces within the printed electronics industry. At LOPEC 2018, mobility is one key topic that promises visitors industry-specific insights into research and development as well as concrete marketing strategies and solutions. If your company works in this segment, apply to exhibit at LOPEC and seize this fantastic opportunity to present your products to the market.



### Wellbeing

From medication packaging to patient care and fitness, printed electronics is continuing to make headway within the field of medicine and health too. At LOPEC 2018, existing solutions and products from the world of wellbeing will be on display alongside a look into some exciting potential future developments. If your company supplies solutions aimed specifically at this segment, apply to exhibit at LOPEC and build on your reputation as a major player within the wellbeing sector.

## Exhibition highlights

### ■ Demo Line

See the entire value chain in action as we present the printed electronics industry live.

### ■ Innovation Showcase

Discover prototypes and innovative new products for yourself.

### ■ LOPEC Dinner and Award Show

Enjoy some networking in a more relaxed setting as you tuck into a first-rate dinner and take in a fantastic events program. Why not invite your business partners along too?

### ■ LOPEC Forum:

- LOPEC exhibitor forum
- Start-Up Forum
- Introductory events
- Podium discussion

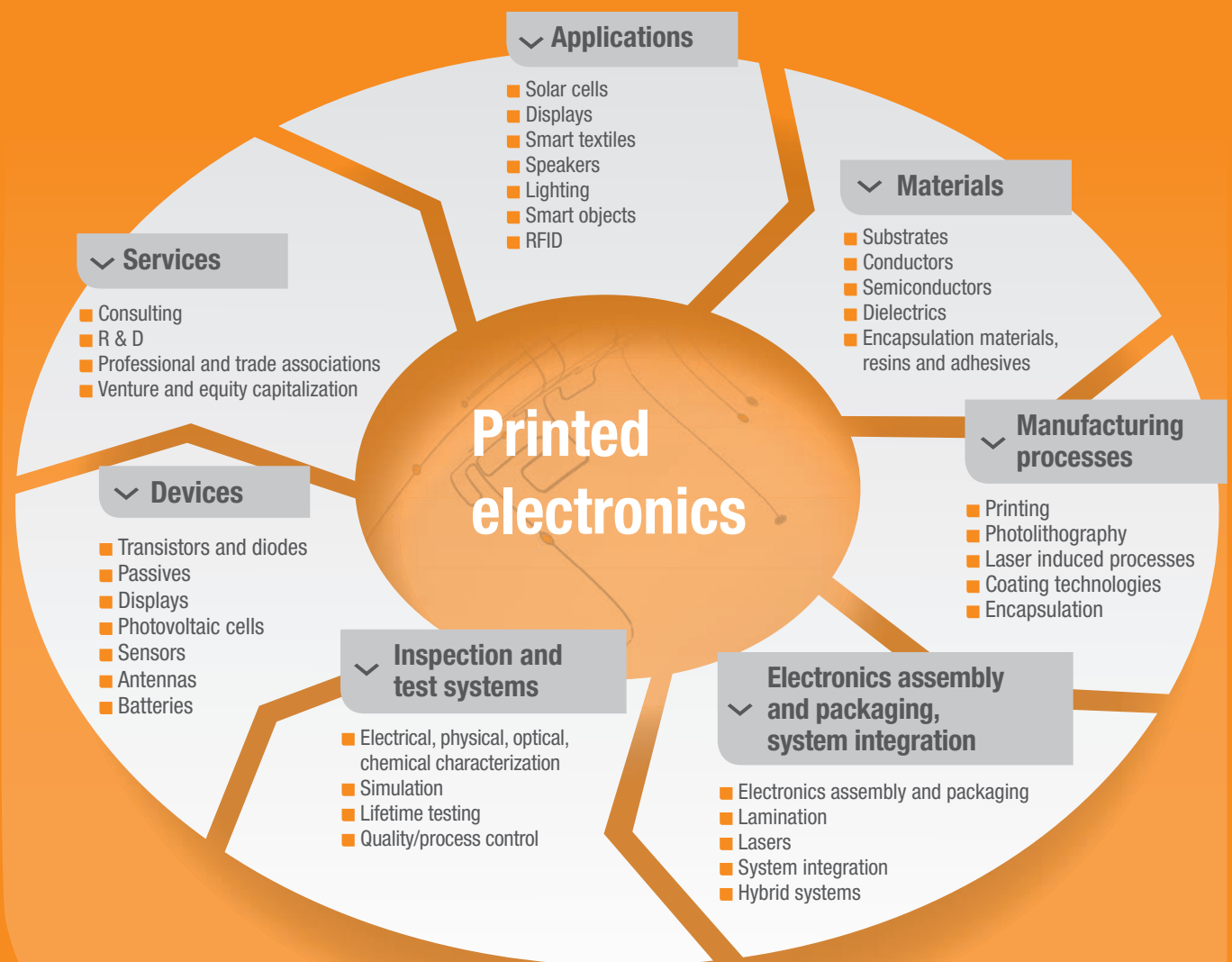


# A whole world of printed electronics

Every year, more and more people are drawn to LOPEC from all around the world. In 2017 alone, we welcomed over 2,500 visitors, half of whom made their way to the event from abroad.

It's no surprise though, really, when you consider all the topics and product innovations we have on show here at LOPEC. Not to mention that there are also representatives

from every step of the printed electronics value chain, and guests are able to experience all facets of this fascinating sector under one roof.














# Industry meeting point with faultless feedback

## LOPEC 2017 in review

- 154 exhibitors from 17 countries
- More than 2,500 attendees from 50 countries (over half of whom came from abroad)
- 182 conference presentations from 22 countries
- “The importance of LOPEC is staying the same or increasing” (98% of all attendees agreed with this statement)

## Sectors represented by visitors at LOPEC 2018 (multiple answers permitted)

	Printing and graphics	40%
	Automotive	36%
	Consumer electronics	34%
	Medicine and pharmaceuticals	30%
	Lighting	29%
	Energy	27%
	Packaging	22%
	Textiles	15%
	White goods	8%
	Buildings and architecture	8%
	Logistics	5%

## Participants' interests ...

Consumer electronics	82%
Manufacturing processes	75%
Applications	72%
Devices	60%
Electronics assembly and packaging, system integration	53%
Services	43%
Inspection and test systems	41%



# It's unanimous: attending LOPEC is worthwhile for exhibitors and visitors alike

The verdict on an exhibition's true value comes down to the visitors and exhibitors. Feedback from last year's event is a great way for us to give you an initial idea of what you can expect from LOPEC 2018.

Whether they were asked about the range of topics covered or the international diversity, visitors to LOPEC gave the event top marks across the board once again in 2017.

## Visitors' feedback on LOPEC

(the percentages correspond to the proportion of ratings as "good to excellent")

### Exhibition overall

Complete/broad range of products/services on show **94%**

International diversity of exhibitors **93%**

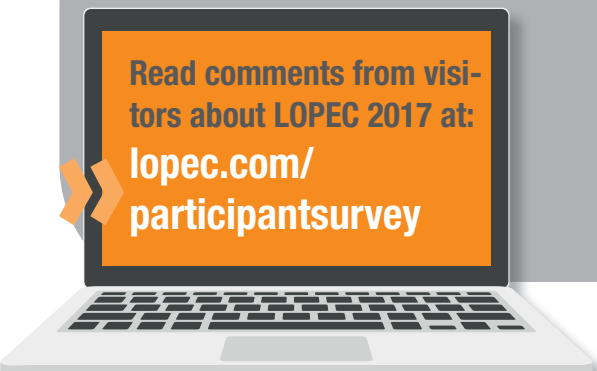
Presence of market leaders **91%**

### "I achieved my business goals"

Getting a general overview of the market **94%**

Establishing new business partnerships **92%**

Preparing for investments **92%**



Read comments from visitors about LOPEC 2017 at:  
[lopec.com/participantsurvey](http://lopec.com/participantsurvey)

And the exhibitors were in agreement, rating the quality of the visitors, and opportunities to establish new business partnerships and schedule follow-up business highly.

## Exhibitors' feedback on LOPEC

(the percentages correspond to the proportion of ratings as "good to excellent")

### Exhibition overall

Quality of visitors **97%**

International diversity of visitors **91%**

### "I achieved my business goals"

Exchanging ideas **94%**

Establishing new business partnerships **90%**

Scheduling follow-up business **81%**

### Other important information from exhibitors

**85%** of visitors are decision-makers

**96%** of exhibitors from 2017 are planning to return in 2018

# A glimpse of LOPEC's success in numbers: more than 2,500 visitors from 50 countries

## Countries visitors came from:



International: **51%**

Domestic: **49%**

## Top ten countries alongside Germany

- |                          |            |                    |             |
|--------------------------|------------|--------------------|-------------|
| 1. The Republic of Korea | 3. USA     | 6. Switzerland     | 8. Japan    |
| 2. UK                    | 4. France  | 7. The Netherlands | 9. Italy    |
|                          | 5. Austria |                    | 10. Finland |

*“LOPEC is the most important platform in Europe for AUDI to further develop our current technologies, particularly OLED, together with partners in the fields of industry and science.”*

Stephan Berlitz,  
Head of Lighting Innovations and Functions, Audi AG, Germany

We are at the very beginning

# The conference: of a new era international knowledge transfer

What is happening within the printed electronics industry right now? What are scientists in the field currently working on? Which marketing strategies are proving successful? The LOPEC Conference has all the answers to these questions and so many more. Prepare to be wowed by the insights on offer at this major event!

The LOPEC Conference goes hand-in-hand with the main exhibition, as business representatives and scientists come from all around the globe to reveal solutions that they are currently working on or that have already proven effective in practice across various

aspects of the conference. All presentations are put through a thorough screening process in advance so we can confidently promise a consistently high standard (the language of the conference is English).

## The LOPEC Conference modules in 2018:

### Plenary Sessions

Find out about selected strategies and visions followed by companies and research institutions in their mission to take printed electronics to the next level.

### Business Conference

The Business Conference focuses on business strategies, market analyses, and business models.

### Technical Conference

The Technical Conference provides status updates on the development of specific products and business sectors.

### Scientific Conference

Leading researchers and scientists from around the globe present the very latest ideas and findings from the world of science.

### Short Courses

90-minute intensive sessions provide a quick yet comprehensive introduction to a range of special topics.

### Poster Sessions

Check out new projects and developments in record time as they are concisely presented in the form of informative posters.

Submit your  
presentation idea at:  
[lopec.com/  
callforpapers](http://lopec.com/callforpapers)



# Call for papers: What will you talk about to inspire the conference crowds?

The LOPEC Conference is a prestigious platform you can use to introduce your research institution or company to an audience of highly qualified specialists. We can't wait to find out what you want to talk about!

If you are exhibiting, signing up to speak at the conference can be a worthwhile way to link the two events. In the past, talks have always proven effective in getting conversations started at your stand, giving you the opportunity to make new contacts. What's more, you

also have the ideal platform to show off some of the key information about your company or institute—such as innovation-based activities and market position—to an audience of specialist visitors.

## An overview of the deadlines for the call for papers:

- Closing date for submission of abstracts: **October 12, 2017**
- Announcement of accepted submissions: **December 7, 2017**
- Conference: **March 13–15, 2018**



*“When it comes to learning about and discussing the latest applications for the relevant technologies in the printed electronics sector, the conference tops the list of the best events worldwide.”*

**Stan Farnsworth, Vice President Marketing,  
NovaCentrix, USA**

# The conference: Find out what's got the industry talking—live


## The 2018 Business Conference

Our Business Conference puts the economic aspect of printed electronics in the spotlight.

- How well does a product meet the requirements of the market?
- Which previously unfulfilled requirements does a product address?
- To what extent does this technology give rise to products that generate additional sales and profits?
- Which business strategies make sense?

External angles are also brought into play:

- What can we learn from the market launch of other innovative technologies?
- Which business models have proven to be successful in the past?



To read more about the topics being covered at the Business Conference, head to:

[lopec.com/Business](http://lopec.com/Business)

The Business Conference at LOPEC 2018 will cover the following topics:

End-user applications and requirements

Business and product developments

Supply-chain challenges

Market and industry forecasts

IP and licensing strategies to monetize technology

**Our start-up forum** is a place for young entrepreneurs and start-ups to present their innovative ideas, businesses, and products in a short ten-minute talk. Their aim is to win over partners and/or investors for their project.

**Business Conference Chair:**

John LeMoncheck  
Cambrios (US), CEO





## Topics to be covered at the Technical Conference 2018

The range of topics being discussed at LOPEC's Technical Conference is vast. Here the main focus is presentations and discussions relating to printed electronics technologies, manufacturing processes, and products that have already found their market or are about to be launched.

The Technical Conference is geared toward industry and practical applications, and also promotes the ongoing development of products and business sectors.

**The Technical Conference at LOPEC 2018 will cover the following topics:**



Smart and Hybrid Systems

Flexible Displays and Lighting

Touch, tactile and haptic feedback

Wearable Electronics

Energy

IoT (Internet of Things)

Upscaling Production and Manufacturing Processes

Biomedical applications



Functional Materials

Substrates and Encapsulation

Publicly Funded Projects

Lighting in mobility applications

3D MID  
(Mechatronic interconnect devices)

In addition to the presentations, the Technical Conference will also be hosting the **Poster Session**. Innovative new ideas and technologies will be presented concisely on posters, which will be located in the ICM foyer where they will be accessible to all exhibition and conference visitors.

**Technical Conference Chair:**  
Dr. Ton van Mol  
Holst Centre (NL), Managing Director



# The conference: Find out what's got the industry talking—live

## Topics to be covered at the Scientific Conference 2018

The Scientific Conference is a forum where the latest findings from the fields of research and development are discussed. Our program covers the entire spectrum of scientific research topics.

What are the latest innovations in the field of printed electronics? What recent findings have scientific research teams made? At the Scientific Conference, the answers to these questions will be discussed and defined for the range of topics to be covered:

Materials
Devices
Processes
Thin-film analysis and characterization
Circuit design, simulations and systems



In addition to the presentations, the Scientific Conference will also be hosting the **Poster Session**. Innovative new ideas and technologies will be presented concisely on posters, which will be located in the ICM foyer where they will be accessible to all exhibition and conference visitors.

### Scientific Conference Chair:

Prof. Antonio Facchetti  
Flexterra (US), Co-Founder and CSO  
Northwestern University,  
Adjunct Professor of Chemistry

To read more about the topics being covered at the Scientific Conference, head to:

[lopec.com/Scientific](http://lopec.com/Scientific)



# The three-day program for the LOPEC Conference

Tuesday March 13, 2018	Plenary Session		Exhibition	Start-Up Forum
	Short Courses	Business Conference		
Wednesday March 14, 2018	Plenary Session			
	Technical Conference	Scientific Conference		
	TC Poster Session	SC Poster Session		
	LOPEC Dinner and Award Show			
Thursday March 15, 2018	Plenary Session			
	Technical Conference	Scientific Conference		

The language of the conference is English

*“For the consumer electronics industry, flexible displays and wearables are the future. LOPEC helps us to get in touch with the right technology experts.”*

Dr. Sang Yoon Lee,  
Senior Vice President, Samsung, The Republic of Korea

For an overview of the conference, head to:

[lopec.com/  
conference](http://lopec.com/conference)

# Our stand prices: an investment that pays off

Whether you plan to sort out your own stand in full or are leaning toward a full-service package, we've got stand options to suit everyone's requirements.

Please note that a physical stand structure is a binding requirement. It also represents your very best chance of making an excellent first impression.

## Our prices per m<sup>2</sup>



Row stand:  
EUR 291 / m<sup>2</sup>



Corner stand:  
EUR 322 / m<sup>2</sup>



End stand:  
EUR 334 / m<sup>2</sup>



Island stand:  
EUR 344 / m<sup>2</sup>

## LOPEC full-service package

**Includes:** Stand construction and standard equipment

**Surcharge:** EUR 144 / m<sup>2</sup>

## Special offers for institutes / universities and start-ups

### LOPEC "Academic" stand package

6 m<sup>2</sup> row stand including stand construction and equipment

Standard: EUR 2,450

For OE-A members: EUR 2,205

### LOPEC "Start-up" stand package

6 m<sup>2</sup> row stand including stand construction and equipment

Standard: EUR 2,450

For OE-A members: EUR 2,205

**Note:** Exhibitors who are members of the OE-A when the invoice is issued will receive an additional 10% discount on the stand space itself.

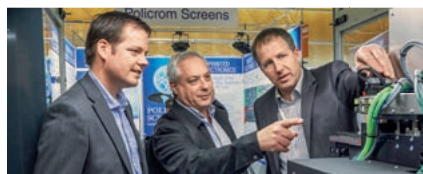
**Start of placement process: October 23, 2017**

# Our new handy guide to ensure you book, plan, and organize your stand successfully.

We recommend getting your stand bookings and arrangements for LOPEC 2018 sorted as soon as possible. Read on to find out what you need to do.

## Seven steps to exhibition success at LOPEC 2018:

- 1 Book your stand**—Just head to the LOPEC website—it couldn't be any more straightforward. [lopec.com/your\\_booth](http://lopec.com/your_booth)
- 2 Book a hotel room**—Make sure you get your accommodation booked as soon as possible—rooms are almost always in high demand in Munich. [lopec.com/accommodation](http://lopec.com/accommodation)
- 3 Plan your stand design**—Whether you would prefer a customized solution or a system stand, we've got a wide range of services available to help you create the stand of your dreams. [lopec.com/prices](http://lopec.com/prices)
- 4 Book your services**—Let us know which additional services you will be requiring for your stand. [lopec.com/marketing/en](http://lopec.com/marketing/en)
- 5 Invite customers**—Don't forget to invite your customers to your stand nice and early (before your competitors beat you to it). This is an excellent opportunity to maintain existing contacts as well as looking for new business. [lopec.com/invitation-management](http://lopec.com/invitation-management)
- 6 Book advertising at the venue**—Get your stand noticed by focusing efforts on advertising at the exhibition venue. We've got plenty of options available that will be sure to put you in the spotlight. [lopec.com/marketing/en](http://lopec.com/marketing/en)
- 7 Sign up for networking events**—Make the most of your time at the exhibition by going along to the LOPEC networking events. [lopec.com/networking\\_dinner](http://lopec.com/networking_dinner)



Book your stand for the exhibition now at:  
[lopec.com/your\\_booth](http://lopec.com/your_booth)

## Get in touch with us

### Your contacts



**Barbara Ismaier**

Exhibition Director

Tel. +49 89 949-20223

barbara.ismaier@messe-muenchen.de



**Stefanie Fischer-Kleiner**

Exhibition Manager

Tel. +49 89 949-20224

stefanie.fischer-kleiner@messe-muenchen.de



**Simone Bingel**

Exhibition Manager

Tel. +49 89 949-20225

simone.bingel@messe-muenchen.de

*“LOPEC brings together industry representatives and academics effectively in an ideal setting: an impressive exhibition that is highly relevant, while never falling short of vibrant and exciting.”*

Prof. Henning Sirringhaus, Hitachi Professor of Electron Device Physics, University of Cambridge, UK

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### Event dates and opening times:

**Exhibition:** March 14, 2018 09:00–18:00  
March 15, 2018 09:00–16:00

**Conference:** March 13, 2018 09:00–18:00  
March 14, 2018 09:00–20:00  
March 15, 2018 09:00–17:00

**Venue:** Messe München

**Organizer:** Messe München GmbH  
OE-A (Organic and Printed  
Electronics Association)

